

Iowa City Press-
Citizen
Iowa City, IA
Circ. 18276
From Page:
3
6/18/2005
42868



¹⁰⁸N. Corridor may be 'great place'

Many want to nominate area for Iowa Great Places project

By **Kristen Schorsch**
Iowa City Press-Citizen

Dozens of local community members and government leaders want to nominate the North Corridor as a "great place."

An initiative of Gov. Tom Vilsack and Lt. Gov. Sally Pederson, the Iowa Great Places project will designate three areas in the state a great place as part of a pilot program to help show-

case and improve Iowa's strengths and uniqueness. In return, the three designated locations will get government resources for such things as economic development and diversity.

"We need to keep these creative graduates in the state and we need to find and develop better ways of engaging the youth and our communities," said Josh Schamberger, president of the Iowa City/Coralville

Convention and Visitors Bureau and a leader in designating the North Corridor — the stretch between Iowa City and Cedar Rapids — a great place.

Led by University of Iowa student government president Mark Kresowik, who became involved with the idea before he was elected UI's student leader in April, the initiative of designating the North Corridor aims to draw on its strengths. Those

include its culture, diversity and mass of young people. Kresowik estimates about

50,000 young people, which includes college students, live in the North Corridor area.

"Really look at the spirit," Kresowik said of the region, noting the area's creativity and engagement. "It already is a great place."

The corridor team's vision is about connections. That includes getting students on nonprofit boards, encourag-



Kresowik

ing diversity, engaging young people and making a regional bus system.

Naming the North Corridor a great place also will help with what some officials have called the Iowa brain drain, the notion that young people are fleeing the state, Kresowik said. If people become involved in their communities and feel con-

nected, they will stay, said Kresowik, who plans to reside in his native Iowa City once he graduates.

A group of about 10 people plan to work on a draft proposal for the corridor to be completed in the next two months. The proposal is a statement about the corridor region and why it should be labeled a great place.

A separate invitation, or a vision that outlines goals within categories, is due July 1. The team will be

See CORRIDOR, 4A



Iowa City Press-
Citizen
Iowa City, IA
Circ. 18276
From Page:
4
6/18/2005
42868



Corridor

From 3A

assigned a coach who will help the group develop its ideas further and find ways of learning more about state government opportunities, Schamberger said.

Mark Ginsberg, owner of MC Ginsberg Jewelers, 110 E. Washington St., is one of 12 people selected from around the state as members of an advisory committee that will choose the three great places.

Committee members will travel to each area or region that sends the state an invitation to visit. When it comes to selection, Ginsberg said he would excuse

himself from voting on any regions he could be biased toward, such as the corridor.

"Our charge is to make Iowa emotionally and physically a better place to travel to," said Ginsberg, who helped start the Iowa City Jazz Festival as well as gallery walks.

If the North Corridor is not selected, Kresowik said the community will at least have a plan to work from.

Sandra Hudson, who along with her husband John, helped create content for the project, said Iowa is filled with hidden treasures.

"Iowa has many, many great places but, for some reason, Iowans don't see their state often the way people from outside do," said Hudson, 70, who is retiring in Iowa City from Cambridge, Mass.